BNPL - Study 4 (#148708)

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1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
We expect BNPL installment payments to increase purchase intentions than delayed lump sum payments.

3) Describe the key dependent variable(s) specifying how they will be measured.
Purchase intention will be measured on two items:
To what extent does this payment method --- (0 = not at all, 10 = very much).
- make it easier to purchase this flight
- boost my chances of buying the flight

4) How many and which conditions will participants be assigned to?
Participants will be randomly assigned into one of two payment conditions (delayed lumpsum vs. installment).

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
A t-test will be used to examine if BNPL installment increases purchase intention compared to the delayed lump sum payment condition.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Participants that failed the attention check will be removed from the sample.
Participants who failed to complete the experiment will also be removed from the sample.
Participants who indicated that they have completed similar experiments previously will also be removed from the sample.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.
400 participants.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
We will also measure perceived financial constraints (4 items), perceived costs (4 items), and perceived budget control (4 items).

We predict that BNPL installment payment will affect perceived cost and budget control, which would in turn, affect perceived financial constraints, and impact purchase likelihood. We will use Hayes (2017) Model 80 to test this serial mediation.

We also examine if the effect can be multiply determined. We will measure concreteness using the Behavioral Identification Form (24 items).
We will test if concreteness differs across payment conditions. If it does, we will explore its relative strength relative to perceived financial constraints using Model 4.